

MindArk

Press Release

MindArk AB
Magasinsgatan 3
Gothenburg, Sweden
Patric Sundström, Communications
Tel: +46 31 136 736
Fax +46 31 136 016
press@mindark.com

For your game editor and for game users

MindArk launches new Project Entropia web site

Gothenburg, Sweden, September 13 – MindArk, the Internet experience company, today launched their new Project Entropia web site.

Project Entropia is a massive multi-user virtual world, designed for more than one million simultaneous users. Project Entropia stands out from role-playing games due to its versatility. An Avatar, designed by the user, represents each user. Access to Project Entropia will be for free; downloaded over the Internet or as freely distributed CDs via magazines and journals, as well as via game-sites.

The new site outlines the eagerly expected launch of Project Entropia, which MindArk says will be in the first half of next year. Huge efforts have been afforded in order to gain graphics and artistic quality. The highly improved graphics give Project Entropia a level of realism which has earlier not been reached. A user can develop own skills or design own equipment, or buy these from another user or on a market, for real money. Buying is possible, for real cash, which will make a fast progress towards proficiency possible. The money in Project Entropia is convertible to any major currency in the real world. Even the monsters will carry things of value, or cash. This gives the chance to become one of the first generation of professional cyber game or bounty hunters.

“We believe that the next generation of online games must satisfy much higher demands on realism in the virtual world than currently offered. Project Entropia represents the next generation of high quality online games. The screen-shots

available on the Project Entropia web site show this. With the next update of the site we plan to also show Avatars in motion”, says Daniel Sevo, leader of the graphics development team.

Project Entropia is dynamically laid out, to allow for dynamic allocation of space corresponding to the number of users at each point in time, as well as to their preferences. Project Entropia has different zones: some where the same type of rules apply as in the real world, and some where the law of the jungle apply.

Every user active in the Project Entropia virtual world will participate in the same world. In order to make this possible without lag, local servers will be placed in each country. These local servers will be connected in a global network, including server clusters.

The version of the Project Entropia web site launched today is the first step towards a complete integration of the web site into the virtual world, says Thommie Astorsson, head of the web development team. The first step towards the users is the introduction of a community and a discussion forum. This will enhance communication between prospective users, and will assist us in the fine-tuning of the virtual world towards the needs and wishes of the future users.

The software developed for Project Entropia is highly modularized, which means that future upgrades are uncomplicated, and that all aspects of the universe like skills, attributes, etc., earned by an Avatar, can be maintained. The programme drivers behind Project Entropia are in-house developed systems, and the 3D engine is licensed from NetImmerse. By initially targeting the high end of the game users, and by utilizing new technology such as continuous level of detail, mesh deformation, inverse kinematics, texture compression, and the like, Project Entropia will satisfy much higher demands on visual realism than what has hitherto been associated with online games.

Project Entropia (www.project-entropia.com) is a virtual second universe developed by MindArk, the Internet experience company. Further improvements of the web site will be introduced shortly.

MindArk (www.mindark.com) develops Internet technology solutions. With novel applications in the experience and entertainment sector, in browser infrastructure, and in massively parallel simultaneous active user presence on the Internet, MindArk is expanding the new universe.